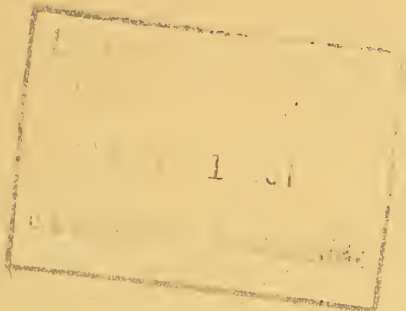


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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
IN
SEPTEMBER 1951



United States Department of Agriculture
Bureau of Agricultural Economics
and
Fruit and Vegetable Branch
Production and Marketing Administration

Washington, D. C.
October 1951

FOREWORD

This report presents data on consumer purchases during September 1951 of fresh citrus fruits, canned juices, frozen concentrated juices, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Research and Marketing Act of 1946.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Industrial Surveys Company, Inc., under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS
SEPTEMBER 1951

The data in this report represent purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets. It should be noted also that data on household purchases for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Purchases of fresh oranges, frozen concentrated orange juice, and canned single strength orange juice by householders during September 1951 were equivalent to 4,946,000 boxes of fresh fruit, a 36 percent increase over September a year ago and 7 percent above purchases during August. A large factor in the increase was the new record of 2,470,000 gallons of frozen concentrated orange juice purchased during the month. This represented a 22 percent increase over the quantity bought in August, the previous record for frozen concentrated orange juice purchases, and a 68 percent increase over purchases in September 1950. Household purchases of fresh oranges were up 15 percent over a year ago and 12 percent above purchases in the preceding month. Although consumers bought less canned single strength orange juice in September than in August, purchases were 52 percent above those in the same month last year.

For the 12-month period just ended, October 1950-September 1951, household purchases of fresh oranges, frozen concentrated orange juice, and canned single strength orange juice, on a fresh equivalent basis, totaled about 68,000,000 boxes, 13 percent more than in the corresponding period of 1949-50. Frozen concentrated orange juice purchases accounted for about 30 percent of this total, compared with 21 percent in 1949-50; canned single strength juice represented 22 percent, compared with 26 percent in the previous year; fresh orange purchases represented about 48 percent of this total, a decline from the 53 percent in the preceding year.

In September 1951, householders purchased 246,000 boxes of fresh grapefruit at an average price of \$1.03 per dozen and 1,163,000 cases (equivalent No. 2 cans) of canned single strength grapefruit juice at an average price of 22.8 cents per 46-ounce can. During the 1950-51 season ended in September, householders purchased 31 percent more fresh grapefruit than in the 1949-50 season and about 39 percent more canned single strength grapefruit juice. Except in October 1950, the average price paid by householders for canned grapefruit juice in each month of the 1950-51 season was substantially below that of the corresponding month of the previous season.

In September 1951, householders purchased 300,000 boxes of fresh lemons, 17 percent more than in September a year ago, and 45,000 cases (equivalent No. 2 cans) of canned lemon juice, about 5 percent more than in September 1950. For the 12-month period ended in September 1951, household purchases of fresh lemons were about equal to those of October 1949-September 1950. The average price of 43 cents per dozen during October 1950-September 1951 was about 2 cents below that of the previous 12-month period. Canned lemon juice purchases by householders slightly exceeded those of October 1949-September 1950, in spite of increased purchases of lemonade mixes in the 1951 summer season. This was in part the result of lower prices of canned lemon juice during the past 12 months, compared with a year earlier.

In September 1951, household purchases of canned orange-grapefruit blended juice amounted to 521,000 cases (equivalent No. 2 cans), almost the same as in August. The average price paid was 24.7 cents per 46-ounce can. Household purchases in the 1950-51 season were almost the same as in the 1949-50 season. Prices, however, were considerably lower in the season just completed.

Household purchases of canned tomato juice increased moderately in September to 1,257,000 cases (equivalent No. 2 cans) but were 10 percent less than in September 1950. September was the third consecutive month in which the average price paid for canned tomato juice exceeded that of canned orange juice.

September purchases of canned pineapple juice by householders amounted to 803,000 cases (equivalent No. 2 cans), the smallest volume purchased in any month since November 1950.

Dried prune purchases by householders during September 1951 amounted to 3,154 tons, 20 percent more than in the previous month but 19 percent less than in September 1950. September marked the sixth successive month in which consumer purchases have been below those of the corresponding month last year. Householders paid an average of 27.1 cents per pound for prunes, almost unchanged from August but considerably higher than the 23.9 cent average in September 1950. For the period October 1950-September 1951, total household purchases were about equal to those during these months of 1949-50. Consumers paid an average of 27 cents per pound during this period, compared with 23 cents in 1949-50.

Householders purchased 371,000 cases (equivalent No. 2 cans) of prune juice during September 1951, a substantial increase over August but slightly less than in September 1950. For the 12-month period October 1950-September 1951, prune juice purchases were 7 percent less than a year ago.

Household purchases of both domestic dates and imported dates during September were almost double those of the previous month. Of the 749 tons purchased during the month, 263 tons were identified as domestic dates and 441 tons as imported dates. During September, consumers paid an average of 34 cents per pound for domestic dates and 48 cents for imported dates.

FROZEN CONCENTRATED JUICES

Householders purchased a record volume of 2,470,000 gallons of frozen concentrated orange juice during September 1951, a 22 percent increase over purchases in August, the previous high, and about 40 percent above the levels of May, June, and July of this year (fig. 3). Householders paid an average price of 20.7 cents per 6-ounce can during September. This was the lowest average price reported for any month since this series of data began (October 1949) and represented a decline of slightly more than a half cent from the average paid the previous month. Part of the increase in frozen concentrated orange juice purchases resulted from a larger proportion of families buying the product, 21.9 percent, compared with 20.3 percent in August and with about 18.5 percent in the months of May, June, and July. Since there has been a relatively small change in the average size of purchases in recent months, the larger number of purchases per buying family was also an important factor in the increased volume of purchases.

For the entire season, October 1950-September 1951, household purchases of frozen concentrated orange juice exceeded those of the 1949-50 season by about 60 percent. The average price paid by consumers during the 1950-51 season was 21.6 cents per 6-ounce can, considerably below the average of 26.2 cents paid during the 1949-50 season. The range in monthly average prices paid by consumers during the past season was from 20.7 cents to 22.1 cents per 6-ounce can, compared with the range of 23.7 cents to 27.8 cents paid in 1949-50 (fig. 3). The percentage of all families buying frozen concentrated orange juice has varied from about 16 percent to nearly 22 percent in the season just closed, compared with about 12 percent to 17 percent in the 1949-50 season.

Frozen concentrated grapefruit juice purchases by householders amounted to 52,000 gallons during September 1951 (fig. 4). The average price paid was 17.4 cents per 6-ounce can. Consumers bought 76,000 gallons of frozen concentrated orange-grapefruit blended juice during September, at an average price of 19.4 cents per 6-ounce can.

During September householders purchased 131,000 gallons of frozen concentrated grape juice, somewhat less than in August but considerably more than in September last year (table 1). Consumers paid an average of about 22 cents per 6-ounce can, slightly more than in August and substantially below the average of 27 cents paid in September 1950.

CANNED JUICES

Household purchases of all canned single strength juices in September 1951 amounted to about 7 percent less than the volume purchased in August. Purchases of most canned single strength juices, except tomato and prune juices, declined moderately from the August levels. Average prices paid by householders for most juices were slightly higher in September than in August but for tomato, prune, apple, and tangerine juices, were slightly lower.

The 15 percent decline from August in household purchases of canned orange juice was the most substantial decrease during September of any of the canned single strength juices (fig. 5). Householders purchased 1,850,000 cases (equivalent No. 2 cans) of canned single strength orange juice in September, which was a little more than half again as much as in September 1950. The decline in September purchases of canned orange juice, compared with August, was more than offset, however, by the very substantial increase in household purchases of frozen concentrated orange juice (converted to single strength equivalent basis). Consumers paid an average of 25.9 cents per 46-ounce can for orange juice in September. Except for the preceding month, this was the lowest average price paid by householders for canned orange juice in any month of the past two seasons. Although purchases during the entire season (October 1950-September 1951) were about the same as those in the 1949-50 season, considerably lower prices during the last 3 months of the season were reflected in purchases substantially higher than those of these 3 months a year ago. The 1950-51 season average price was 31 cents per 46-ounce can, compared with 37 cents for the 1949-50 season.

Canned grapefruit juice purchases by householders amounted to 1,163,000 cases (equivalent No. 2 cans) in September, slightly less than in August but about 54 percent more than in September 1950 (fig. 5). The larger supply of canned grapefruit juice during the 1950-51 season than in the preceding season is reflected in the increase of household purchases, which exceeded those of last season by almost 40 percent. The 1950-51 season average price paid was 27 cents per 46-ounce can, while that for the 1949-50 season was 35 cents. Although the October 1950 average price was higher than the October 1949 average price, monthly average prices paid at the end of the season were substantially below a year ago--22.8 cents per 46-ounce can in September 1951, compared with 36 cents in September 1950.

Householders purchased 521,000 cases (equivalent No. 2 cans) of orange-grapefruit blended juice in September, about 3 percent less than in August (fig. 5). The average price paid by householders, 24.7 cents per 46-ounce can, was almost unchanged from August, which was the lowest of any month this season or last season. Volume of purchases in the 1950-51 season was almost the same as in the 1949-50 season. Average prices paid were lower each month of this season than in the corresponding months of the 1949-50 season.

Canned lemon juice purchases in September amounted to 45,000 cases (equivalent No. 2 cans), a sharp seasonal decline from August but about 5 percent more than the volume purchased in September 1950 (table 2). The average price paid for canned lemon juice in September was 10.4 cents per 5½-ounce can, slightly more than in August and just below the average price paid in September a year ago. In spite of the relatively large purchases of lemonade mixes during the 1951 summer season, purchases of canned lemon juice during the 12-month period October 1950-September 1951 were above those of a year earlier. This is in part a response to considerably lower prices during the past 12 months, compared with a year

earlier. During the period October 1950-September 1951, the average price paid by consumers each month for a $5\frac{1}{2}$ -ounce can was below that paid during the corresponding month a year earlier.

Householders purchased 1,257,000 cases (equivalent No. 2 cans) of canned tomato juice in September, a moderate increase from August but 10 percent less than in September 1950 (fig. 6). The average price paid by householders for tomato juice in September was 27.4 cents per 46-ounce can, slightly lower than in the preceding month. September marked the third successive month in which the average price of canned tomato juice exceeded that of canned single strength orange juice.

Canned pineapple juice purchases by householders amounted to 803,000 cases (equivalent No. 2 cans) in September, a decrease of 16 percent from August (fig. 6). This was the smallest volume of pineapple juice purchased in any month since November 1950. Consumers paid an average of 34.5 cents per 46-ounce can for pineapple juice in September, slightly more than in August but almost 10 percent less than in September a year ago.

Household purchases of prune juice in September amounted to 371,000 cases (equivalent No. 2 cans), a 13 percent increase from August but somewhat less than in September 1950 (fig. 9). The average price paid in September was 32.3 cents per 32-ounce bottle. The average monthly price has remained relatively unchanged since last December. The monthly average prices paid by consumers during the year ended with September 1951 were higher than those for the corresponding months a year ago. The average price paid during the period October 1950-September 1951 was 32 cents per 32-ounce bottle, compared with 28 cents for the same period a year earlier. Purchases during the 12-month period October 1950-September 1951 were about 7 percent below the earlier 12-month period.

FRESH CITRUS FRUITS

During the 1950-51 season ended in September, householders purchased almost the same quantity of fresh oranges as in the 1949-50 season (fig. 7). About 37 percent of the total were reported to be Florida oranges and about 45 percent California-Arizona oranges, while the remainder were from Texas or were unidentified as to origin. The division among the producing areas was practically the same in the previous season.

In September 1951 householders purchased 1,656,000 boxes of fresh oranges (table 3). Household purchases of 1,362,000 boxes of California-Arizona oranges were around 20 percent more than in the preceding month or in September a year ago, while purchases of 83,000 boxes of Florida oranges were substantially below the quantities purchased in September 1950. Householders paid an average of 46.6 cents and 47.9 cents per dozen, respectively, for California-Arizona and for Florida oranges in September.

Householders purchased 246,000 boxes of fresh grapefruit in September, slightly less than the preceding month or in September a year ago (fig. 8). Prices paid averaged \$1.03 per dozen in September, 98 cents for California-Arizona grapefruit and \$1.10 for Florida grapefruit. Fresh grapefruit purchases by households during the 1950-51 season exceeded those of the 1949-50 season by about 31 percent. Prices generally were substantially lower in the season just ended than in the 1949-50 season.

Household purchases of fresh lemons in September amounted to 300,000 boxes, compared with 497,000 boxes in August (fig. 8). September purchases were, however, nearly 17 percent more than in September 1950. About 24 percent of all families purchased fresh lemons in September, slightly more than in September last year. Consumers paid an average of 45 cents per dozen for lemons in September, a little more than in August and about 3 cents per dozen more than in September a year ago. Purchases of fresh lemons during the year ended in September 1951 were about equal to those a year earlier. The average price paid by consumers during the period October 1950-September 1951 was 43 cents per dozen, compared with an average of about 45 cents during October 1949-September 1950.

DRIED FRUITS

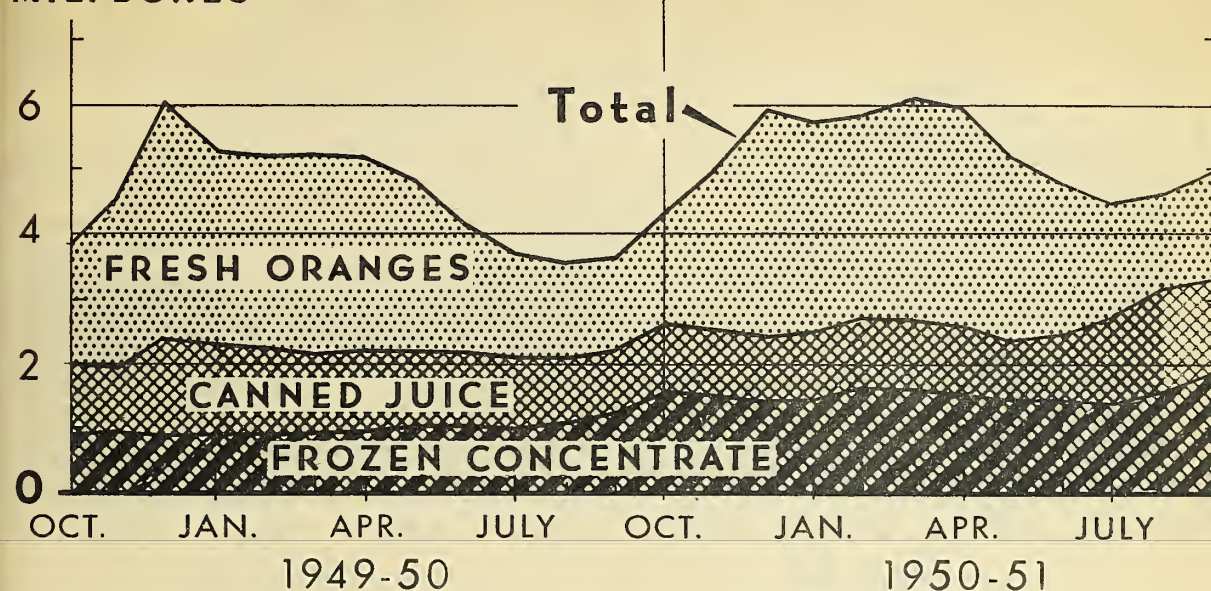
Householders bought 3,154 tons of dried prunes during September 1951, a 20 percent increase over purchases the preceding month but 19 percent below those in September 1950 (fig. 9). The 20 percent increase in purchases from August to September was about the same as occurred between these 2 months last year. During September, dried prunes were purchased at an average price of 27.1 cents per pound, almost unchanged from the average paid in August and considerably above the 23.9 cents paid in September 1950. The proportion of families buying dried prunes increased to 8.8 percent from the 7.4 percent in August but was below the 10.2 percent that reported purchases in the same month last year (table 4). September marked the fifth consecutive month during which the proportion of families buying dried prunes was below that of the corresponding months of 1950.

Dried prune purchases by households during the 12-month period, October 1950-September 1951, were about equal to the quantity bought in the corresponding months of 1949-50. Prices paid during the 12-month period just closed averaged 27 cents per pound, compared with 23 cents during the previous 12-month period. However, at the prices of recent months, consumer purchases have lagged considerably behind those of the same months last year (fig. 9).

During September, households purchased 749 tons of dates, almost double the amount bought the preceding month (table 4). Of the total, 263 tons were identified as domestic dates, 441 tons as imported dates, and 45 tons were not identified as to origin. The percent increase in household purchases from August to September was about the same for both domestic and imported dates. During the month, consumers paid an average of 42 cents per pound for dates, about the same as in September last year. This average represented a slight decline from the 43 cents paid in August. Consumers paid an average of about 34 cents per pound for domestic dates during September 1951 and 48 cents for imported dates (fig. 10).

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES*



*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48019-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.-- Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1949 to date

| Period | Frozen concentrated orange juice 1/ | | Canned single- strength orange juice 2/ | | Fresh oranges | | Total | |
|---------------------|--|-----------|---|----------|---------------|---------|----------|-----------|
| | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 |
| | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes |
| October | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 |
| November | 1,505 | 911 4/ | 1,068 | 1,097 | 1,686 | 1,868 | 4,359 | 3,876 4/ |
| December | 1,508 | 958 4/ | 1,061 | 1,013 | 2,266 | 2,556 | 4,835 | 4,527 4/ |
| October-December 3/ | 1,412 | 867 4/ | 1,056 | 1,544 4/ | 3,415 | 3,633 | 5,883 | 6,044 4/ |
| | 4,938 | 2,998 4/ | 3,464 | 4,047 | 7,985 | 8,808 | 16,387 | 15,853 4/ |
| January | 1,463 | 873 | 1,050 | 1,397 | 3,216 | 3,032 | 5,729 | 5,302 |
| February | 1,619 | 900 | 1,141 | 1,360 | 3,083 | 2,964 | 5,843 | 5,224 |
| March | 1,600 | 907 | 1,119 | 1,260 | 3,375 | 3,106 | 6,094 | 5,273 |
| October-March 3/ | 10,044 | 5,908 4/ | 7,058 | 8,414 | 18,498 | 18,678 | 35,600 | 33,000 4/ |
| April | 1,546 | 937 | 1,043 | 1,259 | 3,401 | 3,002 | 5,990 | 5,198 |
| May | 1,440 4/ | 1,027 | 944 | 1,186 | 2,796 | 2,620 | 5,180 4/ | 4,833 |
| June | 1,444 | 1,039 | 1,013 | 1,151 | 2,296 | 1,965 | 4,753 | 4,155 |
| October-June 3/ | 14,841 | 9,154 4/ | 10,284 | 12,335 | 27,632 | 26,860 | 52,757 | 48,349 4/ |
| July | 1,383 | 1,006 | 1,306 | 1,097 | 1,749 | 1,622 | 4,438 | 3,725 |
| August | 1,573 | 1,080 | 1,570 | 1,000 | 1,478 | 1,499 | 4,621 | 3,580 |
| September | 1,929 | 1,214 | 1,361 | 987 | 1,656 | 1,437 | 4,946 | 3,638 |
| Season 3/ | | 12,726 4/ | | 15,677 | | 31,797 | | 60,200 4/ |

1/ Beginning with October 1950, these figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

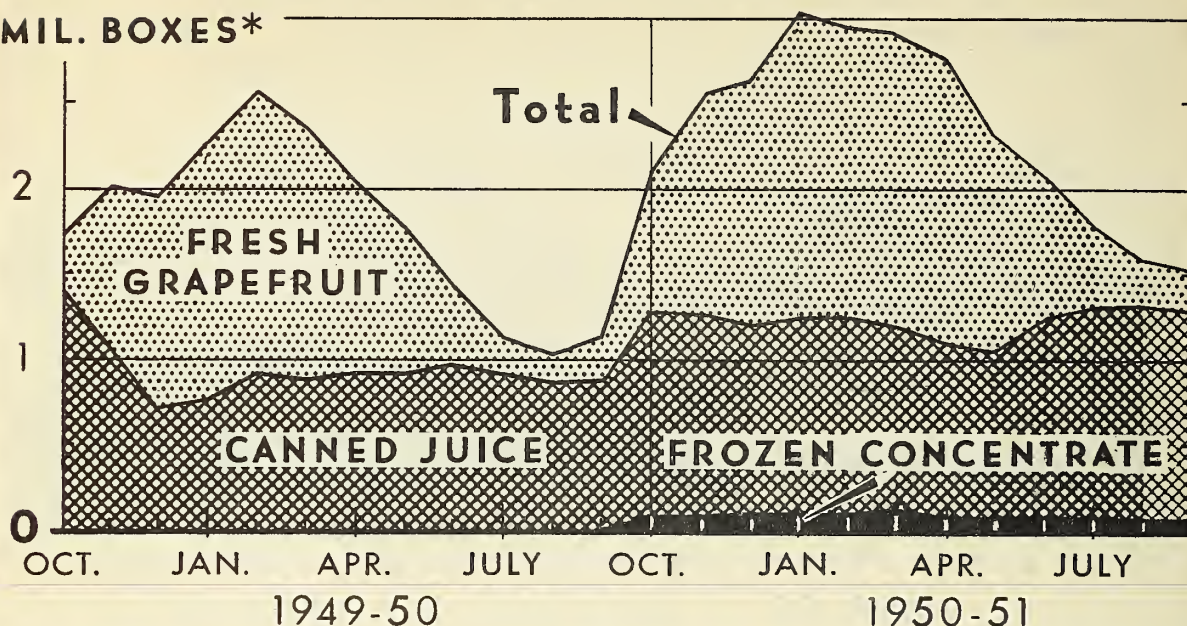
2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES*



*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48013-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1949 to date

| Period | Frozen concentrated grapefruit juice 1/ | | Canned single- strength grapefruit juice 2/ | | Fresh grapefruit | | Total | |
|---------------------|--|----------------|---|----------------|------------------|----------------|----------------|----------------|
| | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| October | 105 | ----- | 1,181 | 1,390 | 830 | 334 | 2,116 | 1,724 |
| November | 98 | ----- | 1,151 | 1,065 | 1,319 | 953 | 2,568 | 2,018 |
| December | 102 | ----- | 1,096 | 710 4/ | 1,425 | 1,255 | 2,623 | 1,965 4/ |
| October-December 3/ | 335 | ----- | 3,756 | 3,389 | 3,925 | 2,851 | 8,016 | 6,240 |
| January | 101 | ----- | 1,139 | 745 | 1,810 | 1,533 | 3,050 | 2,278 |
| February | 107 | ----- | 1,152 | 912 | 1,709 | 1,670 | 2,968 | 2,582 |
| March | 125 | ----- | 1,081 | 880 | 1,713 | 1,477 | 2,919 | 2,357 |
| October-March 3/ | 698 | ----- | 7,431 | 6,148 | 9,687 | 7,929 | 17,816 | 14,077 |
| April | 87 | ----- | 1,017 | 924 | 1,660 | 1,123 | 2,764 | 2,047 |
| May | 82 | ----- | 969 | 922 | 1,263 | 861 | 2,314 | 1,783 |
| June | 94 | ----- | 1,155 | 993 | 804 | 422 | 2,053 | 1,415 |
| October-June 3/ | 989 | ----- | 10,847 | 9,220 | 13,687 | 10,531 | 25,525 | 19,751 |
| July | 84 | ----- | 1,232 | 929 | 455 | 214 | 1,771 | 1,143 |
| August | 70 | ----- | 1,247 | 863 | 267 | 172 | 1,584 | 1,035 |
| September | 73 | ----- | 1,217 | 874 | 246 | 262 | 1,536 | 1,136 |
| Season 3/ | | ----- | | 12,100 | | 11,212 | | 23,312 |

1/ Data on consumer purchases not available prior to October 1950. The 1950-51 figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

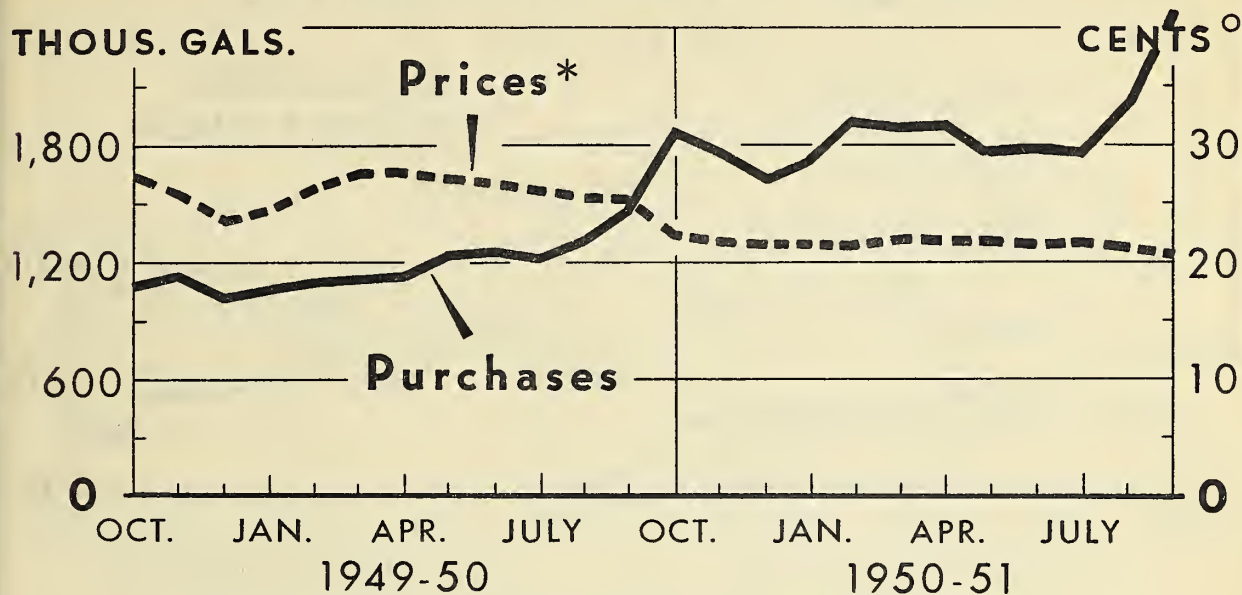
2/ These figures include one-half of the consumer purchases of canned grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

4/ Revised

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

○ PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48004-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.3.--Frozen concentrated orange juice: Consumer purchases and prices paid, October 1949 to date

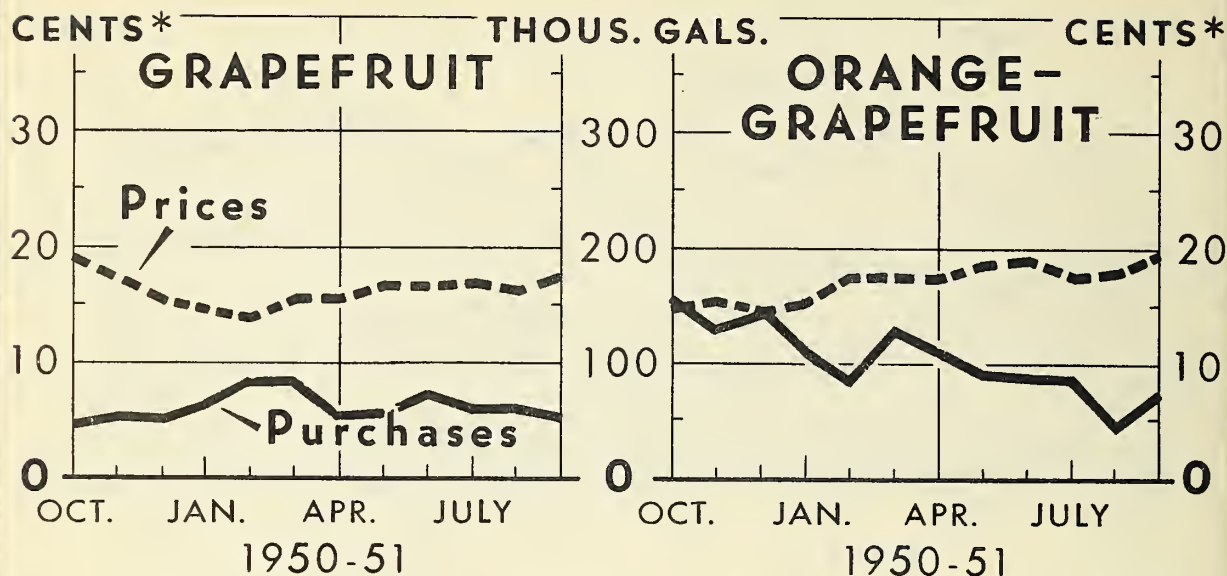
| Period | Purchases | | Average prices per 6 oz. can | |
|---------------------|----------------------|----------------------|------------------------------|--------------|
| | 1950-51 | 1949-50 | 1950-51 | 1949-50 |
| | <u>1,000 gallons</u> | <u>1,000 gallons</u> | <u>Cents</u> | <u>Cents</u> |
| October | 1,865 | 1,076 | 22.1 | 27.3 |
| November | 1,762 | 1,131 | 21.7 | 25.9 |
| December | 1,638 | 1,024 | 21.6 | 23.7 |
| October-December 1/ | 5,747 | 3,540 | | |
| January | 1,716 | 1,057 | 21.6 | 24.4 |
| February | 1,917 | 1,089 | 21.5 | 26.4 |
| March | 1,872 | 1,098 | 22.1 | 27.7 |
| October-March 1/ | 11,752 | 7,063 | | |
| April | 1,892 | 1,134 | 21.9 | 27.8 |
| May | 1,768 2/ | 1,243 | 21.9 | 27.2 |
| June | 1,775 | 1,258 | 21.6 | 26.8 |
| October-June 1/ | 17,635 | 10,993 | | |
| July | 1,756 | 1,218 | 21.8 | 26.1 |
| August | 2,022 | 1,308 | 21.3 | 25.7 |
| September | 2,470 | 1,470 | 20.7 | 25.5 |
| Season 1/ | | 15,318 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

FROZEN CONCENTRATED CITRUS JUICES

Consumer Purchases and Prices Paid



* PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48005-XX BUREAU OF AGRICULTURAL ECONOMICS

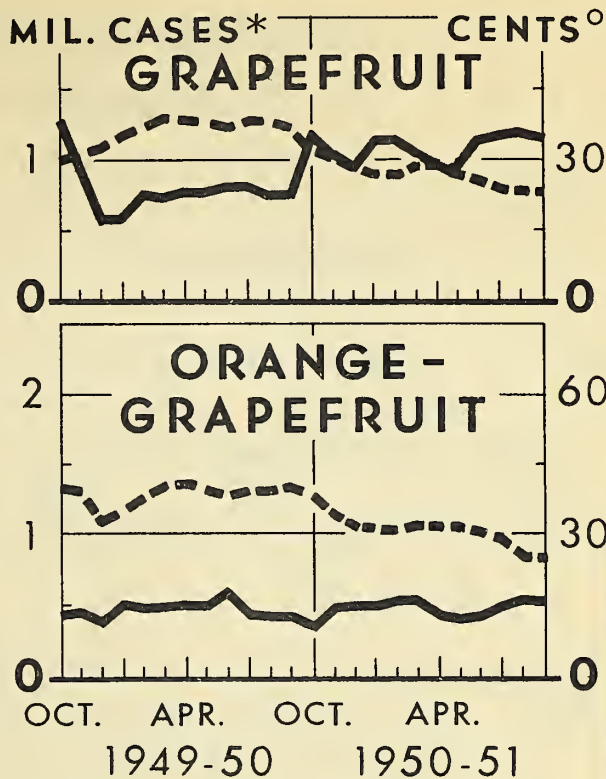
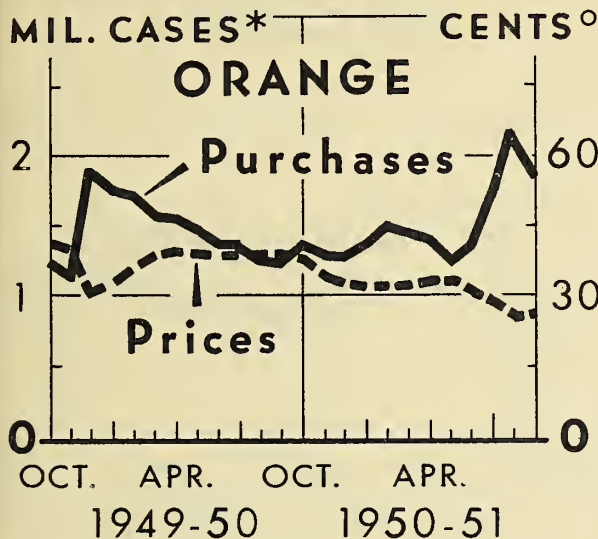
Fig.4.--Frozen concentrated citrus juices: Consumer purchases and prices paid, October 1950 to date

| Period | Grapefruit | | Orange-grapefruit blend | |
|---------------------|---------------|---------------------------------|-------------------------|---------------------------------|
| | Purchases | Average prices per 6 oz. can | Purchases | Average prices per 6 oz. can |
| | 1,000 gallons | Cents | 1,000 gallons | Cents |
| 1950-51 | | | | |
| October | 45 | 19.1 | 157 | 14.8 |
| November | 51 | 17.4 | 129 | 15.4 |
| December | 50 | 15.6 | 142 | 14.5 |
| October-December 1/ | 165 | | 462 | |
| January | 63 | 14.8 | 111 | 15.1 |
| February | 83 | 13.9 | 86 | 17.4 |
| March | 84 | 15.6 | 129 | 17.5 |
| October-March 1/ | 419 | | 813 | |
| April | 51 | 15.5 | 111 | 17.4 |
| May | 55 | 16.8 | 91 | 18.5 |
| June | 72 | 15.6 | 88 | 19.1 |
| October-June 1/ | 619 | | 1,130 | |
| July | 60 | 17.1 | 85 | 17.4 |
| August | 53 | 16.3 | 40 | 18.1 |
| September | 52 | 17.4 | 76 | 19.4 |
| Season 1/ | | | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED CITRUS JUICES

Consumer Purchases
and Prices Paid



*EQUIVALENT CASES OF 24#2's

°CENTS PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48006-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5.-- Canned citrus juices: Consumer purchases and prices paid,
October 1949 to date

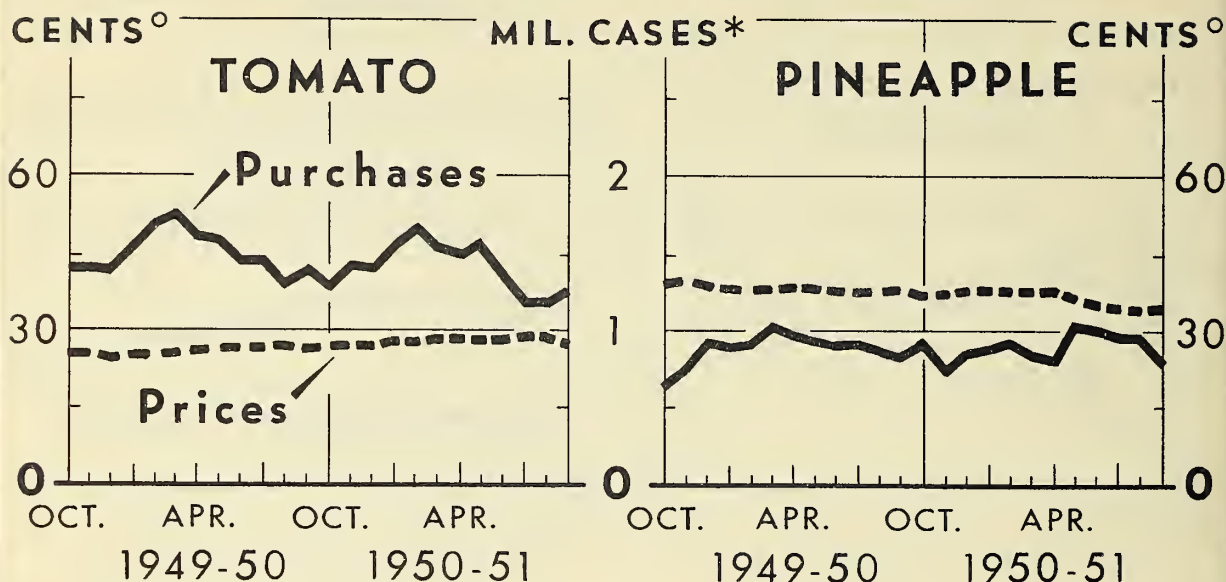
| Period | Orange | | | | Grapefruit | | | | Orange-grapefruit blend | | | |
|---------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|-------------------------|----------------------|----------------------|----------------------|
| | Purchases | | Average prices | | Purchases | | Average prices | | Purchases | | Average prices | |
| | 1950-51 ¹ | 1949-50 ² | 1950-51 ¹ | 1949-50 ² | 1950-51 ¹ | 1949-50 ² | 1950-51 ¹ | 1949-50 ² | 1950-51 ¹ | 1949-50 ² | 1950-51 ¹ | 1949-50 ² |
| | cases 1/ | cases 1/ | Cents | Cents | cases 1/ | cases 1/ | Cents | Cents | cases 1/ | cases 1/ | Cents | Cents |
| Oct. | 1,357 | 1,260 | 37.3 | 41.1 | 1,117 | 1,282 | 31.6 | 30.0 | 364 | 439 | 38.0 | 40.4 |
| Nov. | 1,284 | 1,137 | 33.7 | 39.6 | 1,022 | 919 | 30.3 | 30.8 | 489 | 461 | 33.7 | 39.3 |
| Dec. | 1,272 | 1,890 | 32.1 | 30.4 | 956 | 573 | 28.5 | 32.2 | 499 | 388 | 31.6 | 33.0 |
| Oct.-Dec. 2/ | 4,248 | 4,770 | | | 3,390 | 2,967 | | | 1,485 | 1,385 | | |
| Jan. | 1,368 | 1,763 | 31.5 | 32.3 | 1,138 | 570 | 27.3 | 35.2 | 499 | 500 | 31.1 | 34.8 |
| Feb. | 1,490 | 1,722 | 32.0 | 36.2 | 1,135 | 765 | 27.0 | 36.4 | 536 | 476 | 30.7 | 37.9 |
| March | 1,456 | 1,570 | 32.3 | 38.4 | 1,049 | 723 | 27.8 | 38.5 | 537 | 490 | 31.8 | 39.9 |
| Oct.-March 2/ | 8,931 | 10,275 | | | 7,012 | 5,214 | | | 3,193 | 2,961 | | |
| April | 1,403 | 1,565 | 33.2 | 39.1 | 975 | 768 | 28.4 | 38.0 | 429 | 498 | 32.0 | 40.5 |
| May | 1,261 | 1,462 | 33.3 | 38.4 | 931 | 767 | 28.0 | 37.8 | 405 | 494 | 32.3 | 39.2 |
| June | 1,358 | 1,365 | 31.0 | 37.8 | 1,138 | 798 | 25.6 | 36.6 | 426 | 588 | 30.1 | 38.0 |
| Oct.-June 2/ | 13,251 | 15,068 | | | 10,325 | 7,737 | | | 4,557 | 4,674 | | |
| July | 1,775 | 1,366 | 28.1 | 37.3 | 1,192 | 808 | 23.8 | 37.6 | 499 | 428 | 27.7 | 38.8 |
| Aug. | 2,166 | 1,236 | 25.1 | 38.4 | 1,190 | 744 | 22.6 | 37.7 | 537 | 411 | 24.5 | 39.3 |
| Sept. | 1,850 | 1,215 | 25.9 | 38.4 | 1,163 | 755 | 22.8 | 36.0 | 521 | 414 | 24.7 | 39.8 |
| Season 2/ | | 19,200 | | | | 10,222 | | | | 6,041 | | |

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

CANNED TOMATO AND PINEAPPLE JUICE

Consumer Purchases and Prices Paid



*EQUIVALENT CASES OF 24#2's

° PER 46-OUNCE CAN

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48007-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 6.--Canned tomato and pineapple juice: Consumer purchases and prices paid, October 1949 to date

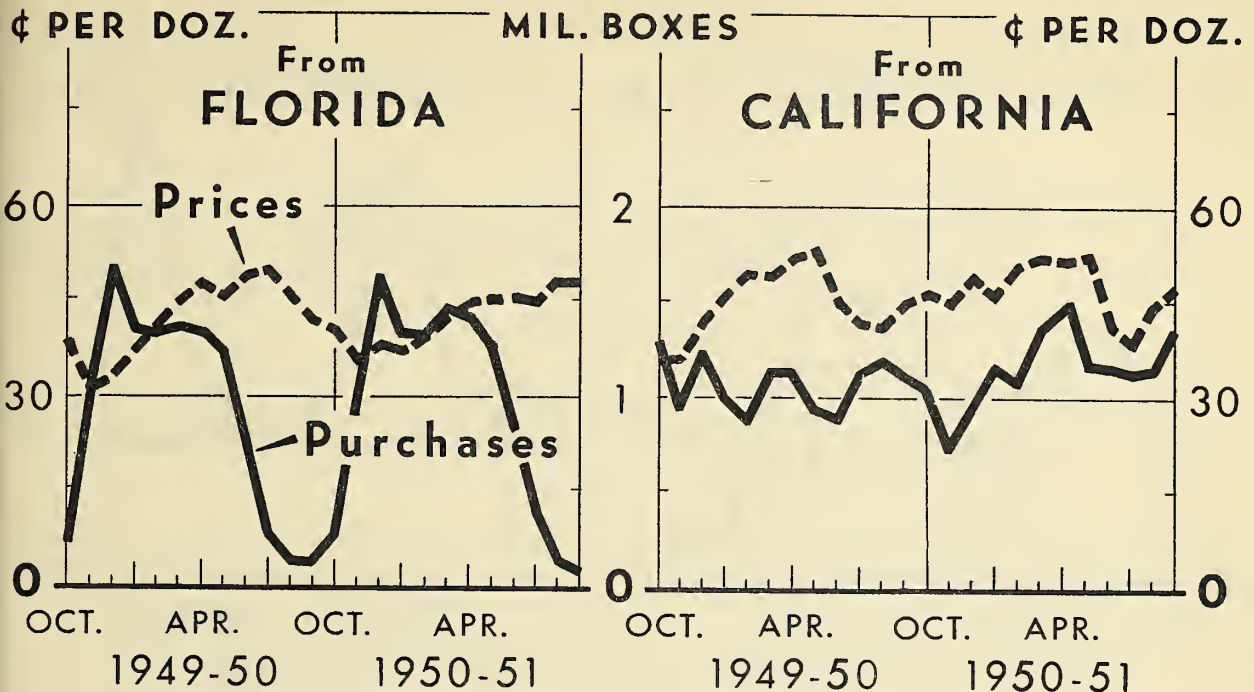
| Period | Tomato | | | | Pineapple | | | |
|---------------------|----------------|----------------|------------------------------|---------|----------------|----------------|------------------------------|---------|
| | Purchases | | Average price per 46 oz. can | | Purchases | | Average price per 46 oz. can | |
| | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 |
| | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents |
| October | 1,293 | 1,396 | 27.1 | 24.8 | 915 | 656 | 37.2 | 39.1 |
| November | 1,426 | 1,413 | 27.4 | 24.8 | 757 | 762 | 37.4 | 39.7 |
| December | 1,416 | 1,393 | 27.5 | 24.6 | 857 | 924 | 37.7 | 38.9 |
| October-December 2/ | 4,499 | 4,562 | | | 2,750 | 2,559 | | |
| January | 1,580 | 1,545 | 28.0 | 25.6 | 892 | 901 | 37.7 | 38.4 |
| February | 1,641 | 1,692 | 27.9 | 25.6 | 925 | 919 | 37.4 | 38.2 |
| March | 1,529 | 1,754 | 28.3 | 26.1 | 829 | 1,027 | 37.4 | 37.9 |
| October-March 2/ | 9,591 | 9,993 | | | 5,648 | 5,685 | | |
| April | 1,493 | 1,610 | 28.3 | 26.5 | 808 | 990 | 38.0 | 38.3 |
| May | 1,547 | 1,578 | 28.2 | 26.9 | 1,023 | 938 | 36.4 | 38.4 |
| June | 1,344 | 1,452 | 28.3 | 26.9 | 1,000 | 920 | 34.8 | 38.0 |
| October-June 2/ | 14,346 | 15,015 | | | 8,754 | 8,772 | | |
| July | 1,176 | 1,452 | 28.7 | 26.9 | 951 | 927 | 34.5 | 37.8 |
| August | 1,185 | 1,293 | 28.6 | 27.4 | 954 | 871 | 34.1 | 37.9 |
| September | 1,257 | 1,394 | 27.4 | 26.9 | 803 | 838 | 34.5 | 38.0 |
| Season 2/ | | 19,480 | | | | 11,626 | | |

1/ Equivalent case of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48020-XX BUREAU OF AGRICULTURAL ECONOMICS

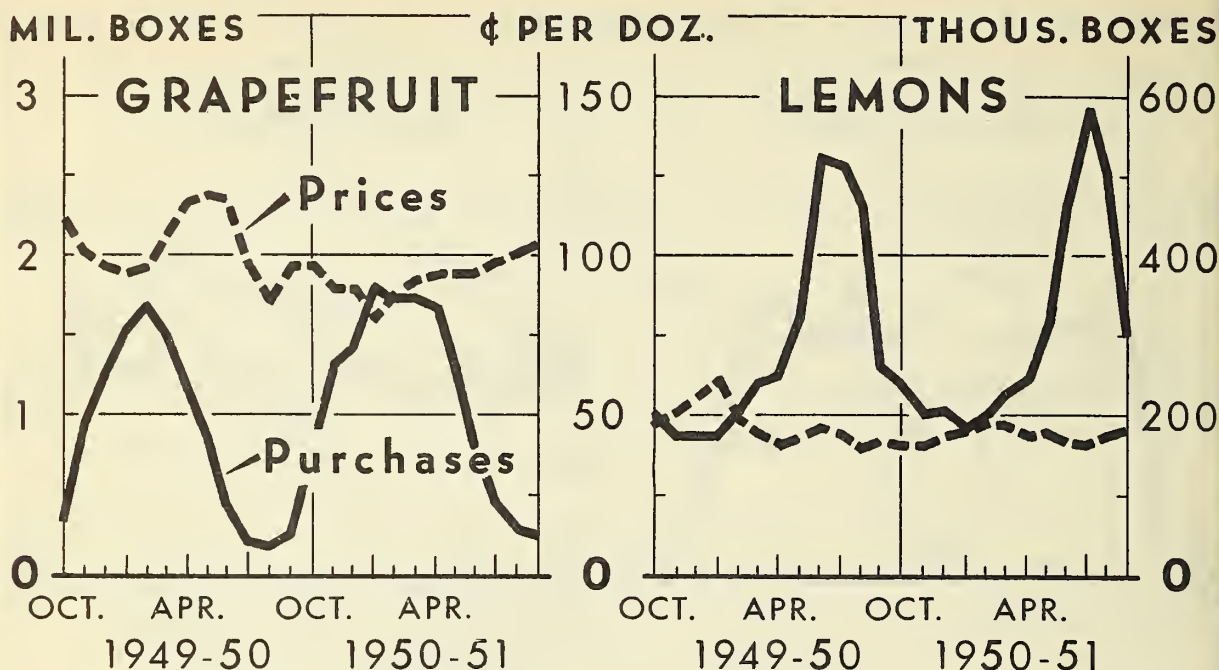
Fig.7.--Florida and California-Arizona oranges: Consumer purchases and prices paid, October 1949 to date

| Period | Florida | | | | California-Arizona | | | |
|---------------------|-----------|---------|--------------------------|---------|--------------------|---------|--------------------------|---------|
| | Purchases | | Average prices per dozen | | Purchases | | Average prices per dozen | |
| | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 |
| | boxes | boxes | Cents | Cents | boxes | boxes | Cents | Cents |
| October | 278 | 218 | 40.5 | 38.6 | 1,045 | 1,293 | 46.5 | 36.0 |
| November | 999 | 1,029 | 35.6 | 31.2 | 738 | 945 | 45.4 | 36.1 |
| December | 1,640 | 1,664 | 38.3 | 32.9 | 938 | 1,231 | 49.4 | 42.1 |
| October-December 1/ | 3,247 | 3,288 | | | 2,865 | 3,698 | | |
| January | 1,333 | 1,346 | 36.8 | 37.0 | 1,152 | 1,003 | 45.9 | 46.0 |
| February | 1,327 | 1,331 | 39.4 | 41.1 | 1,074 | 887 | 50.7 | 49.4 |
| March | 1,451 | 1,365 | 42.1 | 44.5 | 1,370 | 1,123 | 52.1 | 49.0 |
| October-March 1/ | 7,713 | 7,697 | | | 6,797 | 6,947 | | |
| April | 1,412 | 1,340 | 44.6 | 48.0 | 1,472 | 1,121 | 51.8 | 52.3 |
| May | 1,243 | 1,229 | 45.1 | 46.3 | 1,171 | 934 | 52.3 | 53.2 |
| June | 830 | 778 | 45.7 | 48.8 | 1,150 | 902 | 41.0 | 44.6 |
| October-June 1/ | 11,458 | 11,338 | | | 10,859 | 10,092 | | |
| July | 408 | 258 | 44.8 | 50.2 | 1,123 | 1,135 | 38.6 | 41.5 |
| August | 149 | 122 | 48.3 | 46.2 | 1,143 | 1,183 | 44.2 | 40.9 |
| September | 83 | 120 | 47.9 | 42.1 | 1,362 | 1,107 | 46.6 | 44.9 |
| Season 1/ | | 11,863 | | | | 13,807 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

GRAPEFRUIT AND LEMONS

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48018-XX BUREAU OF AGRICULTURAL ECONOMICS

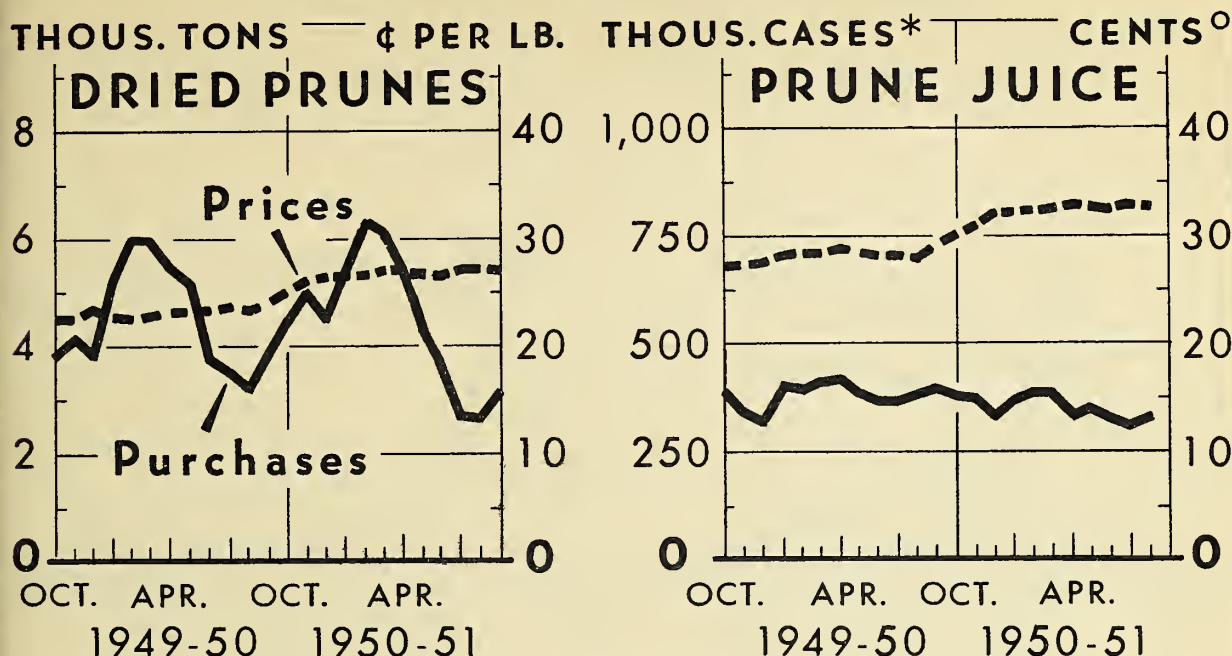
Fig.8.--Grapefruit and lemons: Consumer purchases and prices paid, October 1949 to date

| Period | Grapefruit | | | | Lemons | | | |
|---------------------|------------|---------|--------------------------|---------|----------|---------|--------------------------|---------|
| | Purchases | | Average prices per dozen | | Purchase | | Average prices per dozen | |
| | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 |
| | boxes | boxes | Cents | Cents | boxes | boxes | Cents | Cents |
| October | 830 | 334 | 96.9 | 110.5 | 236 | 199 | 40.5 | 46.8 |
| November | 1,319 | 953 | 88.5 | 100.7 | 201 | 174 | 40.8 | 51.0 |
| December | 1,425 | 1,255 | 88.5 | 96.2 | 204 | 172 | 42.8 | 55.9 |
| October-December 1/ | 3,925 | 2,851 | | | 691 | 588 | | |
| January | 1,810 | 1,533 | 80.6 | 93.8 | 193 | 172 | 44.8 | 61.3 |
| February | 1,709 | 1,670 | 87.3 | 96.3 | 200 | 204 | 48.1 | 48.1 |
| March | 1,713 | 1,477 | 91.8 | 106.4 | 224 | 242 | 46.9 | 44.4 |
| October-March 1/ | 9,687 | 7,929 | | | 1,365 | 1,257 | | |
| April | 1,660 | 1,123 | 94.0 | 117.4 | 246 | 249 | 42.3 | 40.8 |
| May | 1,263 | 861 | 94.3 | 118.9 | 314 | 320 | 44.5 | 42.4 |
| June | 804 | 422 | 93.7 | 116.5 | 466 | 519 | 41.8 | 45.5 |
| October-June 1/ | 13,687 | 10,531 | | | 2,508 | 2,432 | | |
| July | 455 | 214 | 97.8 | 97.4 | 584 | 512 | 40.4 | 44.4 |
| August | 267 | 172 | 100.1 | 85.5 | 497 | 464 | 43.5 | 40.3 |
| September | 246 | 262 | 103.0 | 96.6 | 300 | 257 | 45.0 | 41.8 |
| Season 1/ | | 11,212 | | | | 3,772 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DRIED PRUNES & PRUNE JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's ^o CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48008-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig.9.--Dried prunes and prune juice: Consumer purchases and prices paid, October 1949 to date

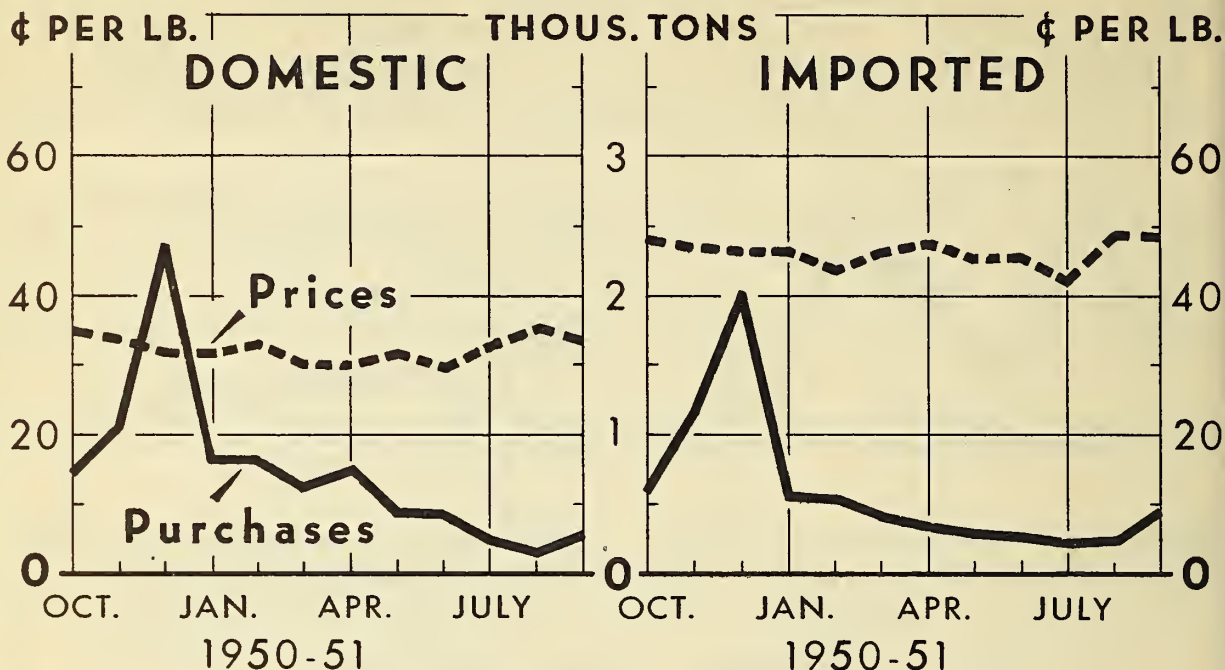
| Period | Dried prunes | | | | Prune juice | | | |
|---------------------|--------------|---------|----------------|---------|----------------|----------------|-------------------|---------|
| | Purchases | | Average prices | | Purchases | | Average prices | |
| | | | per pound | | | | per 32 oz. bottle | |
| | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 | 1950-51 | 1949-50 |
| | Tons | Tons | Cents | Cents | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents |
| October | 4,485 | 3,804 | 25.0 | 22.6 | 381 | 383 | 30.1 | 27.1 |
| November | 4,996 | 4,120 | 26.0 | 22.6 | 373 | 337 | 30.9 | 27.3 |
| December | 4,541 | 3,840 | 26.4 | 23.6 | 328 | 317 | 32.0 | 27.5 |
| October-December 2/ | 15,625 | 12,846 | | | 1,189 | 1,137 | | |
| January | 5,364 | 5,222 | 26.6 | 22.7 | 368 | 402 | 32.2 | 28.1 |
| February | 5,318 | 5,980 | 26.7 | 22.6 | 387 | 393 | 32.3 | 28.4 |
| March | 6,075 | 5,952 | 27.1 | 22.8 | 386 | 408 | 32.4 | 28.5 |
| October-March 2/ | 35,037 | 31,512 | | | 2,439 | 2,459 | | |
| April | 5,405 | 5,528 | 27.1 | 23.0 | 334 | 417 | 32.9 | 28.7 |
| May | 4,304 | 5,174 | 26.7 | 23.1 | 354 | 386 | 32.6 | 28.5 |
| June | 3,667 | 3,756 | 26.8 | 23.2 | 324 | 369 | 32.4 | 28.4 |
| October-June 2/ | 49,393 | 46,962 | | | 3,528 | 3,736 | | |
| July | 2,686 | 3,507 | 27.2 | 23.7 | 307 | 368 | 32.7 | 28.4 |
| August | 2,639 | 3,193 | 27.3 | 23.3 | 328 | 379 | 32.6 | 28.0 |
| September | 3,154 | 3,872 | 27.1 | 23.9 | 371 | 395 | 32.3 | 29.3 |
| Season 2/ | | 58,253 | | | | 4,978 | | |

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

DATES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF INDUSTRIAL SURVEYS COMPANY

U. S. DEPARTMENT OF AGRICULTURE

NEG 48009-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.—Dates: Consumer purchases and prices paid, October 1950 to date

| Period | Domestic | | Imported | |
|---------------------|-----------|--------------------------|-----------|--------------------------|
| | Purchases | Average prices per pound | Purchases | Average prices per pound |
| | Tons | Cents | Tons | Cents |
| 1950-51 | | | | |
| October | 729 | 35.0 | 596 | 48.2 |
| November | 1,073 | 34.0 | 1,178 | 47.0 |
| December | 2,371 | 32.0 | 2,029 | 46.6 |
| October-December 1/ | 4,643 | | 4,153 | |
| January | 815 | 31.7 | 562 | 46.6 |
| February | 824 | 32.8 | 537 | 43.6 |
| March | 625 | 30.3 | 410 | 46.4 |
| October-March 1/ | 7,077 | | 5,805 | |
| April | 725 | 30.0 | 315 | 47.7 |
| May | 428 | 31.7 | 284 | 45.0 |
| June | 413 | 29.7 | 240 | 45.5 |
| October-June 1/ | 8,714 | | 6,695 | |
| July | 226 | 32.7 | 209 | 41.9 |
| August | 133 | 35.2 | 237 | 48.7 |
| September | 263 | 33.6 | 441 | 48.2 |
| Season 1/ | | | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Frozen concentrated juices: U. S. total consumer purchases, percentage of families buying, and average prices, September 1951, August 1951, and September 1950 ^{1/}

| Commodity | Consumer purchases 1,000 gallons | Percentage of families buying Percent | Average price per 6-oz. can Cents |
|------------------------------|-------------------------------------|--|---|
| Orange juice | | | |
| September 1951 | 2,470 | 21.9 | 20.7 |
| August 1951 | 2,022 | 20.3 | 21.3 |
| September 1950 | 1,470 | 17.1 | 25.5 |
| Grapefruit juice | | | |
| September 1951 | 52 | 1.1 | 17.4 |
| August 1951 | 63 | 1.2 | 16.3 |
| September 1950 ^{2/} | — | — | — |
| Orange-grapefruit blend | | | |
| September 1951 | 76 | 1.5 | 19.4 |
| August 1951 | 46 | 1.0 | 18.1 |
| September 1950 ^{2/} | — | — | — |
| Grape juice | | | |
| September 1951 | 131 | 3.0 | 22.4 |
| August 1951 | 182 | 4.2 | 21.8 |
| September 1950 | 87 | 2.1 | 26.9 |
| Total ^{3/} | | | |
| September 1951 | 2,772 | 23.5 | |
| August 1951 | 2,365 | 22.4 | |
| September 1950 | 1,695 | 18.1 | |

^{1/} Each month represents a 4-week period.

^{2/} Information not available.

^{3/} Total includes small amount of purchases of other concentrates.

Source: National Consumer Panel of Industrial Surveys Company

Table 2.--Canned juices: U. S. total consumer purchases, percentage of families buying, and average prices, September 1951, August 1951, and September 1950 1/

| Commodity | Consumer purchases : of 24 No. 2's : of 1,000 cases | Percentage of families : buying Percent | Average price : per 46-oz. : can 2/ Cents |
|-------------------------|---|---|--|
| Orange | : | : | : |
| September 1951 | : 1,850 | 17.4 | 25.9 |
| August 1951 | : 2,166 | 19.0 | 25.1 |
| September 1950 | : 1,215 | 12.6 | 38.4 |
| Grapefruit | : | : | : |
| September 1951 | : 1,163 | 11.6 | 22.8 |
| August 1951 | : 1,190 | 11.7 | 22.6 |
| September 1950 | : 755 | 8.6 | 36.0 |
| Orange-grapefruit blend | : | : | : |
| September 1951 | : 521 | 6.7 | 24.7 |
| August 1951 | : 537 | 6.5 | 24.5 |
| September 1950 | : 414 | 5.6 | 39.8 |
| Lemon | : | : | : |
| September 1951 | : 45 | 2.8 | 10.4 |
| August 1951 | : 81 | 4.9 | 9.8 |
| September 1950 | : 43 | 2.3 | 13.4 |
| Tomato | : | : | : |
| September 1951 | : 1,257 | 16.2 | 27.4 |
| August 1951 | : 1,185 | 16.3 | 28.6 |
| September 1950 | : 1,394 | 17.2 | 26.9 |
| Pineapple | : | : | : |
| September 1951 | : 803 | 12.2 | 34.5 |
| August 1951 | : 954 | 13.0 | 34.1 |
| September 1950 | : 838 | 12.4 | 38.0 |
| Prune | : | : | : |
| September 1951 | : 371 | 5.9 | 32.3 |
| August 1951 | : 328 | 5.5 | 32.6 |
| September 1950 | : 395 | 6.5 | 29.3 |
| Total <u>3/</u> | : | : | : |
| September 1951 | : 6,904 | 50.4 | |
| August 1951 | : 7,451 | 51.7 | |
| September 1950 | : 6,073 | 46.9 | |

1/ Each month represents a 4-week period.

2/ Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

3/ Total includes tangerine, apple, grape, vegetable combination, and all other canned single strength juices.

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying, and average prices, September 1951, August 1951, and September 1950 1/

| Commodity | Consumer purchases 1,000 boxes | Percentage of families buying Percent | Average price per dozen Cents |
|--------------------------|-----------------------------------|--|----------------------------------|
| Oranges | | | |
| California-Arizona | | | |
| September 1951 | 1,362 | 27.2 | 46.6 |
| August 1951 | 1,143 | 24.9 | 44.2 |
| September 1950 | 1,107 | 23.7 | 44.9 |
| Florida | | | |
| September 1951 | 83 | 2.2 | 47.9 |
| August 1951 | 149 | 3.8 | 48.3 |
| September 1950 | 120 | 2.6 | 42.1 |
| Total <u>2/</u> | | | |
| September 1951 | 1,656 | 32.3 | 46.7 |
| August 1951 | 1,478 | 30.9 | 44.6 |
| September 1950 | 1,437 | 30.6 | 44.8 |
| Grapefruit | | | |
| California-Arizona | | | |
| September 1951 | 115 | 4.3 | 97.8 |
| August 1951 | 118 | 3.9 | 89.8 |
| September 1950 <u>3/</u> | -- | -- | -- |
| Florida | | | |
| September 1951 | 46 | 1.3 | 110.1 |
| August 1951 | 60 | 1.7 | 114.8 |
| September 1950 <u>3/</u> | -- | -- | -- |
| Total <u>4/</u> | | | |
| September 1951 | 246 | 8.2 | 103.0 |
| August 1951 | 267 | 8.1 | 100.1 |
| September 1950 | 262 | 10.0 | 96.6 |
| Lemons | | | |
| September 1951 | 300 | 24.4 | 45.0 |
| August 1951 | 497 | 33.7 | 43.5 |
| September 1950 | 257 | 23.4 | 41.8 |

1/ Each month represents a 4-week period.

2/ Includes purchases of Texas oranges and those which were not identified as to origin.

3/ Information not available.

4/ Includes purchases of Texas grapefruit and those which were not identified as to origin.

Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying and average prices, September 1951, August 1951, and September 1950 ^{1/}

| Commodity | Consumer purchases | Percentage of families buying | Average price per pound |
|------------------------------|--------------------|-------------------------------|-------------------------|
| | Tons | Percent | Cents |
| Apricots | | | |
| September 1951 | 357 | 1.9 | 60.4 |
| August 1951 | 305 | 1.6 | 59.4 |
| September 1950 | 453 | 2.3 | 51.9 |
| Dates | | | |
| Domestic | | | |
| September 1951 | 263 | 1.1 | 33.6 |
| August 1951 | 133 | .6 | 35.2 |
| September 1950 ^{2/} | — | — | — |
| Imported | | | |
| September 1951 | 441 | 3.1 | 48.2 |
| August 1951 | 237 | 1.6 | 48.7 |
| September 1950 ^{2/} | — | — | — |
| Total ^{3/} | | | |
| September 1951 | 749 | 4.3 | 42.0 |
| August 1951 | 403 | 2.4 | 43.3 |
| September 1950 | 475 | 2.9 | 42.8 |
| Peaches ^{4/} | — | — | — |
| Prunes | | | |
| September 1951 | 3,154 | 8.8 | 27.1 |
| August 1951 | 2,639 | 7.4 | 27.3 |
| September 1950 | 3,872 | 10.2 | 23.9 |

^{1/} Each month represents a 4-week period.

^{2/} Information not available.

^{3/} Includes purchases of dates which were not identified by origin.

^{4/} Too few purchases reported for analysis.

Source: National Consumer Panel of Industrial Surveys Company

Table 5.--Canned juices and frozen concentrated juices: U. S. total consumer purchases and average prices, September 1951 (4-week period)

| Commodity | Purchases | | | | Average prices | | | |
|------------------------|--------------------|----------------|-----------|--------|----------------|-------|------------------|--|
| | Percentage of all: | | Per 1,000 | | Size of aver- | | Per actual | |
| | families buying: | | : capita | | age purchase : | | unit : No. 2 can | |
| | Percent | 1,000 cases 1/ | Cases 1/ | Ounces | Size | Cents | Cents | |
| Canned juices | | | | | | | | |
| Orange | 17.4 | 1,850 | 12.3 | 64.6 | 46 oz. | 25.9 | 10.6 | |
| Grapefruit | 11.6 | 1,163 | 7.7 | 65.5 | 46 oz. | 22.8 | 9.2 | |
| Orange-gpft. blend | 6.7 | 521 | 3.5 | 59.5 | 46 oz. | 24.7 | 9.9 | |
| Tangerine | 2.0 | 111 | .7 | 44.4 | 46 oz. | 23.0 | 9.9 | |
| Lemon | 2.8 | 45 | .3 | 14.1 | 5½-6oz. | 10.4 | 33.9 | |
| Apple | 3.9 | 267 | 1.8 | 46.2 | 32 oz. | 23.1 | 11.6 | |
| Grape | 4.0 | 137 | .9 | 29.0 | 32 oz. | 37.8 | 24.5 | |
| Pineapple | 12.2 | 803 | 5.4 | 46.0 | 46 oz. | 34.5 | 13.8 | |
| Prune | 5.9 | 371 | 2.5 | 36.9 | 32 oz. | 32.3 | 18.3 | |
| Tomato | 16.2 | 1,257 | 8.4 | 48.5 | 46 oz. | 27.4 | 11.6 | |
| Vegetable combination: | 1.9 | 92 | .6 | 39.5 | 46 oz. | 36.9 | 15.7 | |
| Other juices | 2/ | 287 | 1.9 | 34.2 | 46 oz. | 39.1 | 17.3 | |
| Total | 50.4 | 6,904 | 46.0 | 51.0 | | | 12.1 | |
| Frozen concentrated | | | | | | | | |
| juices | | 1,000 gallons | Gallons | Ounces | Size | Cents | | |
| Orange | 21.9 | 2,470 | 16.4 | 13.8 | 6 oz. | 20.7 | | |
| Grape | 3.0 | 131 | .9 | 8.5 | 6 oz. | 22.4 | | |
| Grapefruit | 1.1 | 52 | .4 | 10.4 | 6 oz. | 17.4 | | |
| Orange-gpft. blend | 1.5 | 76 | .5 | 9.8 | 6 oz. | 19.4 | | |
| Other concentrates | 2/ | 43 | .3 | 9.0 | 6 oz. | 18.7 | | |
| Total | 23.5 | 2,772 | 18.5 | 13.1 | | | | |

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

Table 6.--Fresh citrus fruit: U. S. total consumer purchases and average prices, September 1951 (4-week period)

| Commodity | Purchases | | | | Average price per dozen Cents |
|--------------------|-----------------------------------|-------------|------------------|--------------------------|-------------------------------|
| | Percentage of all families buying | Total | Per 1,000 capita | Size of average purchase | |
| | Percent | 1,000 boxes | Boxes | Units | |
| Oranges | | | | | |
| California-Arizona | 27.2 | 1,362 | 9.1 | 11.9 | 46.6 |
| Florida | 2.2 | 83 | .6 | 11.4 | 47.9 |
| Texas 1/ | - | - | - | - | - |
| Unidentified | 6.6 | 189 | 1.2 | 10.2 | 46.1 |
| Total | 32.3 | 1,656 | 11.0 | 11.6 | 46.7 |
| Grapefruit | | | | | |
| California-Arizona | 4.3 | 115 | .8 | 3.7 | 97.8 |
| Florida | 1.3 | 46 | .3 | 3.7 | 110.1 |
| Texas 1/ | - | - | - | - | - |
| Unidentified | 3.3 | 76 | .5 | 3.3 | 105.0 |
| Total | 8.2 | 246 | 1.7 | 3.6 | 103.0 |
| Lemons | 24.4 | 300 | 2.0 | 6.2 | 45.0 |
| Limes | 1.0 | 411 2/ | 2.8 2/ | 8.7 | 26.6 |
| Total | 47.7 | 2,202 3/ | 14.7 3/ | 9.1 | 48.4 |

1/ Too few purchases reported for analysis.

2/ Dozens of units.

3/ Totals do not include limes and small purchases of tangerines.

Source: National Consumer Panel of Industrial Surveys Company

Table 7.--Dried fruit: U. S. total consumer purchases and average prices, September 1951 (4-week period)

| Commodity | Purchases | | | | | Average price per pound Cents |
|--------------|--------------------------------|-------|--------------|--------|----------------------------------|-------------------------------|
| | Percentage of all: | | Per | | Size of average purchase: Ounces | |
| | families buying : all families | Total | 1,000 capita | Pounds | | |
| | Percent | Tons | | | | |
| Apricots | 1.9 | 357 | 4.8 | | 12.4 | 60.4 |
| Dates | | | | | | |
| Domestic | 1.1 | 263 | 3.5 | | 16.6 | 33.6 |
| Imported | 3.1 | 441 | 5.9 | | 9.7 | 43.2 |
| Unidentified | .2 | 45 | .6 | | 20.0 | 30.8 |
| Total | 4.3 | 749 | 10.0 | | 11.8 | 42.0 |
| Peaches 1/ | - | - | - | | - | - |
| Prunes | 8.8 | 3,154 | 42.1 | | 21.7 | 27.1 |
| Total 2/ | 24.7 | 4,568 | 60.9 | | 17.5 | 33.2 |

1/ Too few purchases reported for analysis.

2/ Includes mixed dried fruit, dried apples, dried figs and dried pears, and except for percentage of all families buying, excludes dried currants and raisins.

Source: National Consumer Panel of Industrial Surveys Company

